

KRISTEN POBORSKY TEAM

VIDEO PRODUCTION RESOURCE GUIDE

This list of video resources will help improve the 2 biggest issues most people struggle with when creating good quality video: Lighting and Sound.

I've helped dozens of clients create videos to help market their businesses and from what I've found, you do not need a highly polished and produced video to make an impact.

In fact, I met with a Youtube Advertising Agency which charges tens of thousands of dollars for their services and they said that the best performing content is not highly produced or overly commercial.

This company has their clients shoot their own video footage using their mobile phones!

Now it's easy to get good quality video shots with simple equipment costing you \$50 or less.



Yoozon Selfie Stick Tripod \$16.00: <https://amzn.to/3goSHxO> I like this because the height is adjustable and you can either use it sitting at a desk or walking.

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Pop Voice Lavalier Microphone \$15.99 <https://amzn.to/2ENWmaD> - great sound and you can plug it right into your phone and clip on your clothing



QIAYA Selfie Light Ring Lights LED Circle Light Cell Phone Laptop Camera Photography Video Lighting Clip On Rechargeable \$15.83
<https://amzn.to/3i7m9sS>

I can't reiterate how important light is when it comes to video quality. Sound quality is often easier to achieve with mobile phones these days. If you can't sit facing a window then it's a good idea to invest in a ring light.

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Selfie Ring Light with Tripod Stand and Phone Holder LED Circle Lights Halo Lighting for Makeup Live Streaming Photo Photography Vlogging Video \$31.99 <https://amzn.to/31evd8r>

I haven't personally used this one BUT it is on my list to purchase because the light ring is more like the higher end light rings costing \$100 or more.



Neewer Ring Light Kit:18"/48cm Outer 55W 5500K Dimmable LED Ring Light, Light Stand, Carrying Bag for Camera, Smartphone, YouTube, TikTok,

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Self-Portrait Shooting, Black, Model:10088612 at \$81.00

<https://amzn.to/3glNbfo>

If you have a bigger budget, I highly recommend this model...My husband purchased this for his zoom calls with clients and he raves about how much it improved his appearance on line!



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For video editing I highly recommend Screenflow. You can get a free trial and see if you like it but for \$129 I have found it to be worth every penny because of the ease of use.

Please note: I have personally used these products myself with the exception of the Selfie Ring Light with Tripod Stand and Phone Holder LED Circle Lights Halo Lighting. Also, please note these links contain affiliate links, while the price is not marked up by Amazon, I do receive a small compensation from promoting these products that I recommend.